

SINGAPORE

Market Profile



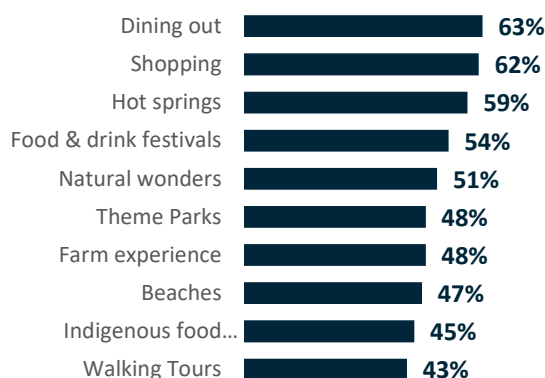
Market insights

- + International tourism from Singapore is expected to have recovered to pre pandemic levels by the end of 2024. There were 15,300 visitors to Tasmania from Singapore in December 2019.
- + Singapore is a peak value market for Australia and Tasmania as Singaporean visitors tend to stay longer and spend more per night. In December 2019 they were the 6th largest international leisure market and the 5th highest spending leisure market for Tasmania.
- + Singapore visitors are more likely to stay longer (+10 nights) and are more likely to be a first-time visitor to Tasmania, just under a quarter (22%) have visited previously.
- + Viewing wilderness and wildlife are key drivers for Singapore visitors and bushwalking is their major activity while in Tassie which makes them more likely to visit national parks in Tasmania.
- + However, they also take pleasure in visiting markets and trying Tasmanian food and beverages and enjoy being able to self-drive which allows them flexibility to disperse more around the state.
- + Visitors are likely to choose overnight accommodations across all areas of the State with a particular emphasis on the East Coast and the North West.

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019. & TRA International Forecast 2023-2028

Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for Singaporean visitors.



Tasmania's associations

Singapore visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

[^] Ranking of Tourism Australia's CDP associations	Average+	HYT*
WC nature and wildlife	3	3
Rich history and heritage	3	4
Good food and wine	8	8
WC aquatic and coastal	10	12

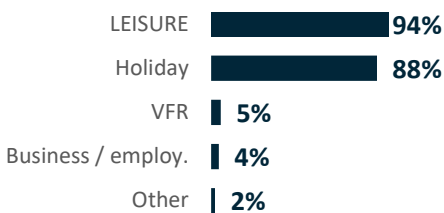
[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class. *HYT means Tourism Australia's High Yield Traveller classification. +Average: survey respondents from this country who have travelled outside their country in the last 5 years or the in the next 2 years.

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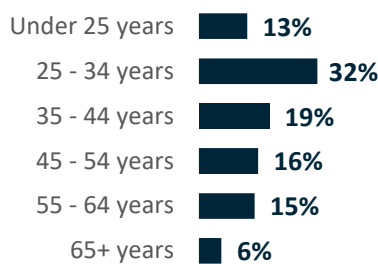
All data refers to Singaporean visitors to Tasmania.

Purpose of visit

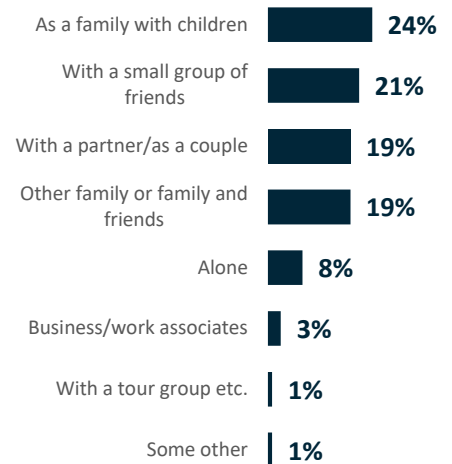


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



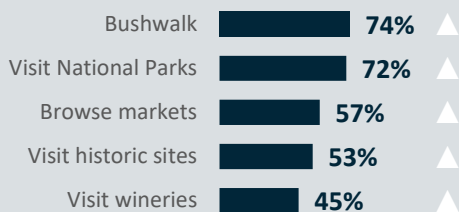
Compared to the average international visitor to Tasmania:

- More likely to be on holiday
- More likely to be under 45 years of age; largest cohort is aged 25 – 35 years
- More likely to be travelling as a group of friends or as a family with children

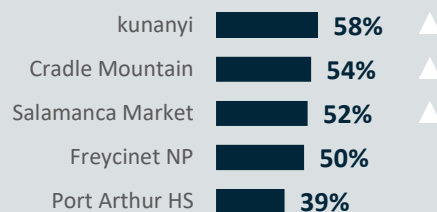
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

Activities



Attractions



Top influences to visit



▲ indicates more likely to participate in than the average international visitor.

Source: Tourism Tasmania's Tasmanian Visitor Survey. All values on this page are the average across 2017-19.



Image: Fagus at Cradle Mountain, Emilie Ristevski